

# CUPP / KENNEDY SPLIT

Revision #: 0 Date: 10/22/2012

Client: OH CUPP KENNEDY SPLIT 2012 Estimate: 3026  
 Media: TV Description: OH SUP CRT CUPP / KENNEDY SPLIT  
 Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 4:59:00 AM

# 67615

Separation between spots: 10

## Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5
WKRC-TV																			
1 7	Sa 7:00a-8:00a ✓ P3 LOCAL12NW-SA 7	WK	\$150.00	\$127.50	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0
2 8	Su 9:00a-9:30a ✓ P3 SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	0	0	0	0	0	0	0	0	1	0
3 9	MTuWThF 5:30p-6:00p ✓ P3 LOCAL12 NW-530<	EN	\$600.00	\$510.00	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1
4 10	MTuWThF 6:00p-6:30p ✓ P3 LOCAL12 NEWS-6<	EN	\$650.00	\$552.50	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1
Total Spots:						2	2	2	2	1	0	2	2	2	2	2	1	1	2



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CUPP

-30

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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 11/6	Total Spots
WKRC-TV							
7	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$150.00	\$127.50	30	0	2
8	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	1
9	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$600.00	\$510.00	30	0	10
10	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$650.00	\$552.50	30	0	10
Total Spots:						0	23
Total Cost:			\$13,250.00	\$11,262.50			
Total							
OCT 12			\$5,150.00	\$4,377.50	9		
NOV 12			\$8,100.00	\$6,885.00	14		

Signature: \_\_\_\_\_

Disclaimer:

# Summary by Station/System

Date: 10/22/2012

**Client:** OH CUPP KENNEDY SPLIT 2012    **Estimate:** 3026  
**Media:** TV    **Description:** OH SUP CRT CUPP / KENNEDY SPLIT  
**Product:** SPLIT    **Flight Start Date:** 10/23/12 5:00:00 AM  
**Market:** Cincinnati    **Flight End Date:** 11/6/12 4:59:00 AM

**Separation between spots:** 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	23	\$13,250.00	100%	\$11,262.50	100%
<b>Market Total:</b>	23	\$13,250.00		\$11,262.50	



67615

Robert Cupp and Sharon Kennedy for Oil

Alt Order #:

Product Desc:

10/24/12 - 11/05/12

Estimate: Supreme Court Ohio

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/24/12	11/05/12	5p Local 12 News at Five	5:30 PM-6:00 PM	11111--	:30	5	\$600.00	P-3	0.00	NM	10	\$6,000.00	
				5p Local 12 News at Five	(5:30 PM-6:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--211--	4	\$600.00	0.00								
		Week: 10/29/12	11/04/12	11111--	5	\$600.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$600.00	0.00								
N 4	WKRC	10/24/12	11/05/12	6p Local 12 News at Six	6p-630p	11111--	:30	5	\$650.00	P-3	0.00	NM	10	\$6,500.00	
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--211--	4	\$650.00	0.00								
		Week: 10/29/12	11/04/12	11111--	5	\$650.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$650.00	0.00								
													Totals	23	\$13,250.00